

Re-write claim 108 as follows:

1 108. (twice amended) Apparatus for rendering an information  
2 object in response to a first web page containing embedded  
3 code, the apparatus comprising:

4 a processor; and

5 a memory, the memory connected to the processor and  
6 storing both computer executable instructions and the first  
7 web page, the first web page having a plurality of computer  
8 readable instructions representing page content and the  
9 embedded code;

10 wherein the processor, in response to the executable  
11 instructions and as a result of executing the code during  
12 processing the instructions on the web page:

13 communicates a request to a management server;

14 as a result of the request, downloads, from a  
15 network server or the management server and while the  
16 computer renders the first web page to a user through an  
17 output device operative in conjunction with the computer, at  
18 least one file which is to be subsequently employed, by the  
19 processor, to render an information object, the information  
20 object being selected by the management server; and

21 in response to a user-initiated event detected by  
22 the computer for transitioning from the first web page to a  
23 next successive web page and which signifies a start of a  
24 next interstitial interval, suspends further downloading of  
25 files and processes the one file so as to render the  
26 information object through the output device to the user  
27 during the interval; and

28 wherein the code does not contain any reference to the  
29 information object such that use of the code eliminates a  
30 need to store content for the information object within the